

# Fundraise

# your way

We're here to support you with your fundraising.

Call: 0300 3300 740 Email: [supporter.relations@stroke.org.uk](mailto:supporter.relations@stroke.org.uk)

Rebuilding lives after stroke

**Stroke**  
Association



# Welcome to #TeamStroke

Every five minutes in the UK,  
someone will have a stroke.

That's why we need people like you  
in our team.

Thank you for joining **#TeamStroke**.  
Every penny you raise will help rebuild  
the lives of those affected by stroke.



Stephen Kinnaird, pictured with family and friends (also pictured on page 5) covered over 10,000 miles by running, walking and cycling the distance between Glasgow and Brisbane, Australia. They raised over **£7,000** in memory of his wife, Justine. Overall they have raised over **£25,000** in Justine's memory.



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Got the idea... get the T-shirt

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We couldn't do it without you...

Keeping it legal

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# Getting started

## Checklist:



**Decide on the type of event you'd like to organise.** Will you be taking on a challenge or organising a special day/evening?



**Boost your fundraising.** Could you add a raffle or auction to your fundraising activity? Or could you ask supporters to sponsor a mile? Share your fundraising page again.



**Set the date**  
Decide where you will be doing your fundraising and set a date.



**Carry out your fundraising event or challenge.** Remember to take photos and share them with us. Post online using #TeamStroke. Don't forget to have fun!



**Get all the resources you need.** You can find our fundraising resources [here](#). Get in touch if you need our help!



**Pay in your donations.** Collect the funds and be proud of your fundraising! Go to [page 17](#) to find out how to pay in your donations.



**Create your fundraising page** and start to shout about it. Or you can download a sponsorship form [here](#). Remember to share your story and let everyone know your reasons for supporting us.



**Celebrate.** Stroke changes everything, but you are changing the future for families affected by stroke for years to come. Thank you for your support.



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# Fundraising ideas

There are so many ways you can raise money and support us, it's totally up to you! Below are a few of the most popular ways you can fundraise.



## Bake sale

Whip up a frenzy in the kitchen and bake some delicious goodies to sell to friends and family.



## Get active

Challenge yourself to a sponsored run, walk, cycle, or swim in your local area.



## Quiz night

If you and your friends love a good quiz then get everyone together and raise money with each quiz. Or even better, host a quiz night at your local pub or community hall. Ask local businesses to donate prizes to make things really exciting.



## Themed party

80s, pop, movie characters, superheroes and villains. Invite everyone you know and ask them to donate to wear their outfit.



## Karaoke night

If your friends like a good sing along, then throw a karaoke party. Make some yummy treats and cocktails, then sing your heart out for stroke survivors.



## Film night

A great way to get everyone together for a good movie and some homemade popcorn. Charge entry for your movie premiere and tasty popcorn with the most comfortable seats in the house!



## Recycle

Have a clear out. You can help us raise vital funds by recycling everyday items such as ink cartridges, books and stamps. Find out more about our recycling scheme [here](#).



Tom Clowes cycled **528 km in the Outer Hebrides on a Penny-farthing**, accompanied by friends Simon and Woody on bicycles. They were the first to complete this mission on a Penny-farthing and their fantastic team effort **raised over £15,000** for the Stroke Association.

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# Where are you fundraising?

Our ideas for fundraising at home, school or at work.

## At work



- Ditch the formal gear and have a dress down day.
- Organise an event at your office, just pick a theme – why not try your own Office Olympics? Or a job swap for the day?
- Host a quiz night or raffle off a duvet day.
- Ask your company to match fund whatever you raise.

## At school

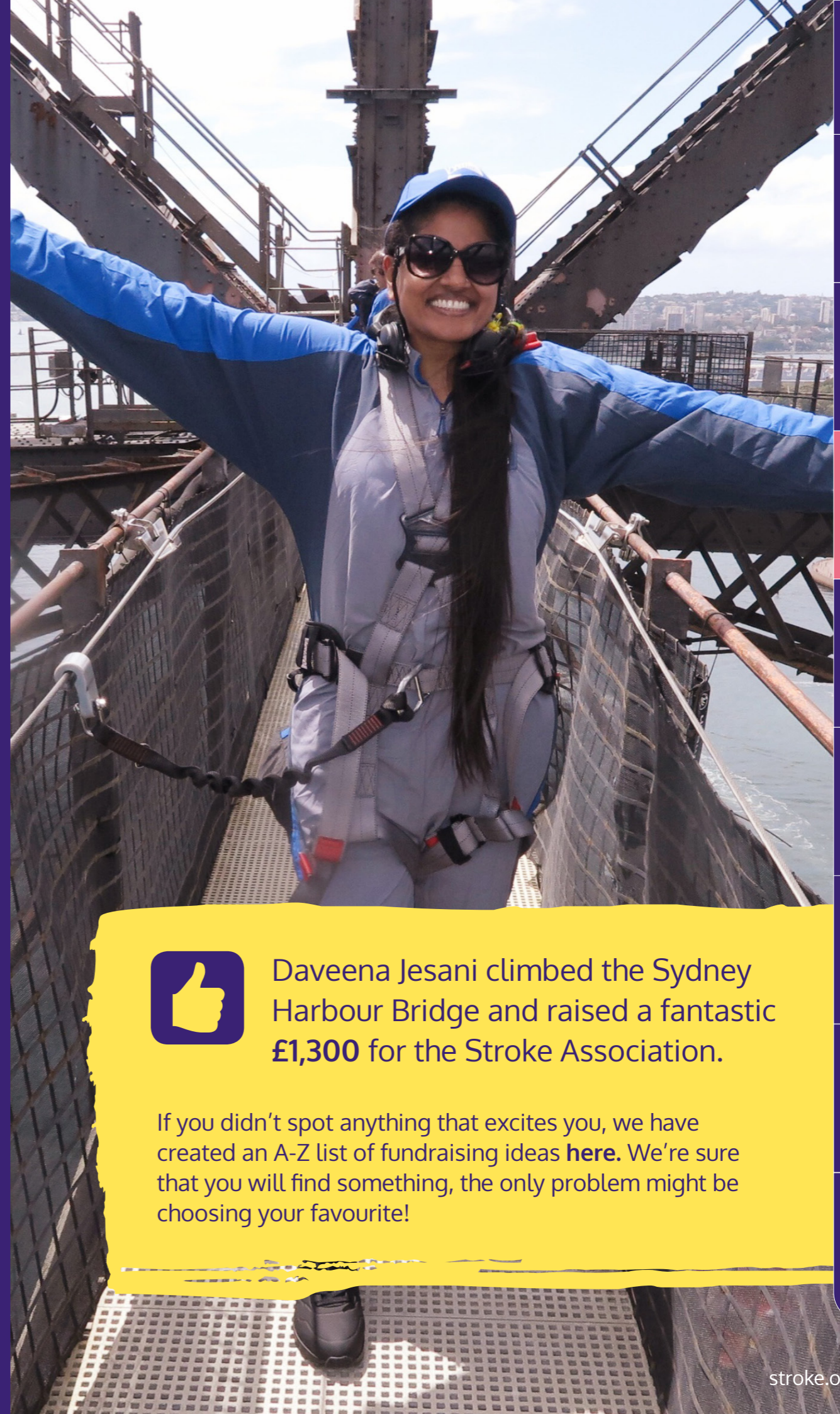


- Host a bake sale.
- Dress down day or fancy dress day.
- Turn your sports day into a fundraising extravaganza.
- Create your own collection box and fundraise.  
**Click here** to find out more.

## At home or in your community



- Host a coffee morning or a gala. Ask local businesses to donate prizes for a raffle.
- Organise a singing performance. Whether you do it as part of a formal group or a get together with friends, you will be making a difference.
- Already have everything you need? Why not ask for donations instead of birthday, Christmas or anniversary gifts?



Daveena Jesani climbed the Sydney Harbour Bridge and raised a fantastic **£1,300** for the Stroke Association.

If you didn't spot anything that excites you, we have created an A-Z list of fundraising ideas **here**. We're sure that you will find something, the only problem might be choosing your favourite!

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# Got the idea... ...get the **T-shirt**

Show your support with our branded fundraising items. Our online shop has everything you need to help rebuild lives after stroke.



Click here to view all our Stroke Association goodies.



Ebla Bøhmer raised **£300** walking a marathon to raise awareness and vital funds for the Stroke Association.

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# Boost your fundraising

## Make your money go further

Many shops and businesses will offer reduced rates, freebies and donate raffle and auction prizes.

We can even give you a letter confirming that you're fundraising for us, just get in touch with our Supporter Relations Team at [supporter.relations@stroke.org.uk](mailto:supporter.relations@stroke.org.uk)

## The little things add up

Boost your fundraising with a raffle or a cake sale. Pop a sign on your stall explaining that 100% of the money you raise will go to the Stroke Association. It might just encourage people to dig a little deeper.

## Say thank you

Keep track of everyone who has helped. It's a nice touch to let them know how much money they helped you raise.

## Matched funding

Some businesses offer matched funding schemes and will match the amount you raise. Make sure everyone knows you're fundraising to help rebuild lives after stroke, and how important this is to you – they're bound to want to help.

## Shout about it

Get active on social media. You can post photos and videos to let everyone know how you're getting on. Remember to link your online fundraising page so they can donate and show their support.

## Follow these 6 steps for online fundraising success



### Step 1: Set yourself a target

Setting a page target can increase the amount raised by **£200!**



### Step 2: Add a picture

A perfect excuse for a selfie. People that add a profile picture to their page raise double their fundraising!



### Step 3: Tell your story

Why is the Stroke Association important to you? You guessed it, fundraisers with a page summary raise **£150 more!**



### Step 4: Keep them updated

People want to hear how hard you have been training, or what you've been up to. Fundraisers that post updates raised **46% more than those with none.**



### Step 5: Share, share, share!

People who repeatedly share their page on social media raise more than those who don't.



### Step 6: Gift Aid

Encourage your supporters to Gift Aid their donation. **This increases their donation by 25%, at no extra cost.**

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# We couldn't do it without **you...**

£45

£45 could help someone find hope, emotional support and information through a call to our Support Line.

£75

£75 could help fund research looking into new ways to help people to rebuild their lives after stroke.

£100

£100 could help a new Stroke Association support group set up.

£450

£450 could pay for two people to receive a weekly call, for eight weeks, from one of our trained volunteers.

£1,300

£1,300 could support 1,000 people with communication difficulties, at home and in the community, via our aphasia friendly guides.

£2,700

£2,700 could fund one of our Engagement Officers for a month to support local stroke support groups, manage volunteers and build local partnerships.



## Amber's story



**"I was 19 years old and studying psychology at university when I had multiple strokes.**

I had to have part of my skull removed to relieve the pressure on my brain, and when I woke up I couldn't speak, move or swallow.

I don't know what I would've done without the Stroke Association to help me along the way. With fantastic support from Jane, my local Stroke Association Support Coordinator, I started to get my life back on track.

I decided I wanted to do something for the charity to say thank you, so I did a skydive and raised £1,400. I've also done a few pub quizzes, volunteered and taken part in Step Out for Stroke sponsored walks.

It's important to me to raise awareness that it's not only older people who're affected by stroke."

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# Keeping it **legal**

We want to make sure that you have everything you need to not only make your event fun, but also to keep it safe and legal. We have collated everything we think you'll need including:

- Events insurance.
- Risk assessments.
- Food guidelines if you're planning to make/serve food.
- Raffles/tombolas/games.
- Cash handling.
- Photography and consent.
- Public liability.
- Selling alcohol.
- First aid.

All this information, and more, can be found at [stroke.org.uk/keepitlegal](https://stroke.org.uk/keepitlegal). Remember, we are always here to help if you want further information or advice – just contact our friendly Supporter Relations Team on **0300 3300 740**.

Please remember that if you're organising a fundraising event in aid of the Stroke Association, you are responsible for ensuring that the event adheres to all rules and regulations and runs safely and legally.



It is also important to remember that Stroke Association cannot accept liability for any loss, damage or injury suffered by yourself or anyone else as a result of taking part in a fundraising event organised in aid of the Stroke Association. All money raised in aid of the Stroke Association legally belongs to the Stroke Association as soon as it has been donated. Until the money has been paid to the Charity, you will hold the funds on trust, and you will be legally obliged to ensure the Stroke Association receives the money within a reasonable time after it has been raised.

Visit [stroke.org.uk/keepitlegal](https://stroke.org.uk/keepitlegal)

# **Paying** in money

You've done all the hard work, so we want to make sure paying in your fundraising money is simple.



## Online

Visit [stroke.org.uk/takeaction](https://stroke.org.uk/takeaction) and pay online. Remember to post any Gift Aid forms back to us so we can claim the extra 25%. Or call our Supporter Relations Team on **0300 3300 740**.



## Post

Please make cheques payable to the "Stroke Association" and send along with completed sponsorship forms to:

**Supporter Relations Team,  
Stroke Association,  
1 Sterling Business Park,  
Salhouse Road,  
Brackmills,  
Northampton  
NN4 7EX**

# Thank you

**When stroke strikes, part of your brain shuts down.**

And so does a part of you. Life changes instantly and recovery is tough. But the brain can adapt. Our specialist support, research and campaigning are only possible with the courage and determination of the stroke community. With more donations and support from you, we can rebuild even more lives.

**Donate or find out more at [stroke.org.uk](https://stroke.org.uk)**

Find out how you can change the lives of people affected by stroke today.

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Email: **[supporter.relations@stroke.org.uk](mailto:supporter.relations@stroke.org.uk)**

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